

COMMUNIQUE SYSTEM WITH DYNAMIC BANDWIDTH ALLOCATION IN CELLULAR COMMUNICATION NETWORKS

Abstract

The communique system for cellular communication networks operates with existing cellular communication networks to provide communique communication services to subscribers. The communique can be unidirectional (broadcast) or bidirectional (interactive) in nature and the extent of the communique can be network-wide broadcast or narrowcast, where one or more cells and/or cell sectors are grouped to cover a predetermined geographic area or demographic population or subscriber interest group to transmit information to subscribers who populate the target audience for the narrowcast transmissions. The communique system for cellular communication networks can dynamically allocate the available bandwidth to thereby serve subscribers with more control channel(s) and/or control channel bandwidth and/or communication channels and/or communication channels of greater bandwidth as the need presents itself. The dynamic bandwidth allocation can simultaneously occur in multiple domains: time, code, frequency to thereby serve the needs of the subscribers to receive Communiques. The content of these transmissions can be multi-media in nature and comprising a combination of various forms of media: audio, video, graphics, text, data and the like. The subscriber terminal devices used to communicate with the communique system for cellular communication networks are typically full function communication devices that include: WAP enabled cellular telephones, personal digital assistants, Palm Pilots, personal computers, and the like or special communique only communication devices that are specific to communique reception; or MP3 audio players (essentially a radio receiver or communique radio); or an MPEG4 video receiver (communique TV); or other such specialized communication device.